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marketing and the societal impact of commercial health branding. His interest in the social aspects of marketing led him to the Institute for Social Marketing, University of Stirling, which he is currently working with on various projects. Michael J. Baker is Emeritus

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He received his Ph.D. from the University of Rochester and began his academic career in 1976 as a faculty member at the Graduate School of Business of the University of Chicago. He joined the Harvard Business School faculty in 1980 and became the Edward W. Carter Professor of Business Administration.

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